

Client: Ohio House Republican Organizational Comm., 2012 **Station Order**

Product:
Campaign: HD 28 TV Buy

Midwest Communications & Media
7720 Benson Road
Carroll, OH 43112
614/440-4449

69406

Rev #.: 2

Flight From: 10/15/2012 to 11/05/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Bob Clegg
Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CINCINNATI
Station: WKRC
Station Contact: Sarah Jacobs

Actg. Order No.: 616
WS Order No.: 10736
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct 29	Nov 05	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
1 8	MTWTF-- 11:35P-12:35A	LF	DAVID LETTERMA P2	\$750.00	2	1	3	4.6	3.4	1.8
2 10	MTWTF-- 05:00A-05:30A	EM	NEWS AT 5:00A P2	\$2,250.00	1	1	2	3.0	1.8	0.8
3 11	MTWTF-- 06:00A-07:00A	EM	GD MRN CINN@6 P1	\$1,000.00	1	1	2	4.1	3.4	1.7
4 12	MTWTF-- 07:00A-08:00A	EM	EARLY SHOW P1	\$1,200.00	1	1	2	4.1	3.4	1.7
5 13	MTWTF-- 08:00A-09:00A	EM	EARLY SHOW P1	\$2,400.00	1	1	2	3.2	2.7	1.3
6 14	MTWTF-- 10:00A-11:00A	EM	ANDERSONCOOPER P1	\$800.00	1	1	2	3.2	2.7	1.3
7 15	MTWTF-- 12:00P-12:30P	DT	NOON NEWS P1	\$1,600.00	1	1	2	3.0	2.6	1.0
8 16	MTWTF-- 06:00P-06:30P	EN	12 NEWS AT 6P P1	\$800.00	2	1	3	3.5	2.9	1.1
9 17	MTWTF-- 07:30P-08:00P	PA	ET P2	\$3,500.00	2	1	3	6.3	5.3	1.2
10 18	MTWTF-- 06:00A-07:00A	WE	LOCAL12NW-SA 6 P1	\$1,500.00	2	1	3	7.6	6.9	2.5
11 19	MTWTF-- 07:00A-08:00A	WE	LOCAL12NW-SA 7 P1	\$9,000.00	2	1	3	6.7	6.0	2.7
12 20	MTWTF-- 08:00A-10:00A	WE	SAT EARLY SHOW P1	\$4,500.00	1	1	2	3.2	2.7	1.3
13 21	MTWTF-- 07:00P-08:00P	WE	ENT TONIGHT 60 P2	\$500.00	1	1	2	2.4	1.8	0.8
14 22	MTWTF-- 11:00A-11:30A	WE	NEWSMAKERS P2	\$500.00	1	1	2	3.9	3.5	0.9
				\$30,850.00	19	9	28	\$223.88	\$277.78	\$625.00
				\$30,850.00	19	9	28	\$223.88	\$277.78	\$625.00

87.0 42.0

Monthly Totals				Station Gross Dollars	Station Gross CPP/CPM
Month	Spots	GRP/GRIs			
Nov	28	129.0		\$30,850.00	\$239.15
	28	129.0		\$30,850.00	\$239.15

Comments

Campaign Remarks:
Paid for by:

Ohio House Republican Organizational Committee

Advertiser: Ohio House Republican Organizational Comm.
Campaign: HD 28 TV Buy

Station: WKRC

Station Order
CINCINNATI - TV

Comments

By: _____

